Benefit Corporations: what are they and why should you care?

B Corps are for-profit companies certified to meet rigorous standards of social and environmental performance, accountability, and transparency. Today, there is a growing community of more than 1,600 Certified B Corps from 42 countries and over 120 industries working together toward one unifying goal: to redefine success in business.

There are seven B Corps on and around Vancouver Island:

• Animikii is an interactive agency focused on improving the lives of Indigenous People through technology;
• Brooke and Associates Consulting is a multi-disciplinary consulting firm that helps organizations and communities to become more resilient and maximise their positive social and environmental impacts;
• Deebee’s Special Tea Foods Ltd. inspires and educates through the creation of delicious, nutritious food that helps to grow strong bodies, happy families and a healthy planet;
• New Society Publishers Ltd. (Gabriola Island) publishes books that contribute to building an ecologically sustainable and just society with the least possible impact on the environment;
• Persephone Brewing Company Inc. is a farm-based brewery that produces the highest quality beer and grows hops, food and community in Gibsons, BC;
• Synergy Enterprises works with great companies that want to measure environmental performance, reduce impact, and communicate results;
• The Tartan Group is a global, integrated marketing and communications firm.

B Corps panel discussion and networking

The Business Development Bank of Canada (BDC) strongly supports B Corps, and has teamed up with Roy Brooke of Brooke and Associates to host Measure What Matters on Jan 16, 2017. Listen to Victoria's B Corp-certified companies talk about why and how they pursued B Corp certification. Learn about different ways to measure social and environmental impact in your business. Most importantly, network with like minds and see why doing good is good for business.

More about B Corps

The Measure What Matters tool from the Business Development Bank of Canada

Not Business as Usual: the movie features many of your favourite businesses in Vancouver, BC!

Live tree → holiday tree → mulch for more trees

Tree chipping will take place at UVic’s Centennial Stadium Jan. 7-8 from 9-5. Donations support the UVic track team.

For other chipping locations in the Capital Regional District of BC, the CRD’s myrecyclopedia has this handy list.

All of the organizations that provide this service accept donations for their very good causes. Please give generously.